

FIRST COAST NEWS



A GANNETT COMPANY

	WTLV-TV
Primary AE:	<u>Jim Quinn</u>
Sales Office:	<u>T-PHI</u>
Sales Region:	NAT

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	30	\$18,285.00	\$15,542.25	0.00
Totals	30	\$18,285.00	\$15,542.25	0.00

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	3%	\$1,219.00
WCWJ	0%	\$0.00
WJXT	27%	\$10,971.00
WJXX	6%	\$2,438.00
WTEV	19%	\$7,720.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	08/03/12	08/03/12	530a-6a 530a-6a	CM	530a-6a	---F--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	----F--		1				\$400.00		0.00			
E 2	WTLV	08/06/12	08/07/12	530a-6a 530a-6a	CM	530a-6a	MT-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MT-----		2				\$400.00		0.00			
E 3	WTLV	08/03/12	08/03/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	----F--	:30	2	\$735.00	P-1	0.00	NM	2	\$1,470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	----F--		2				\$735.00		0.00			

Order / Rev:	703934
Alt Order #:	6259800
Flight Dates:	08/02/12 - 08/07/12

Advertiser:	Nelson, B/ D / US Senate
Product Desc:	NELSON FOR SENATE
Estimate:	536

WTLV-TV

[illegible]